

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method in a computer system for assessing brand recognition, comprising:

transmitting data to cause display of at least two brand-related marks as activation mechanisms ~~for to print a print shopping list command~~ shopping list; and

determining relative consumer awareness of the at least two marks by ~~maintaining tracking an accounting of the~~ number of times each of the at least two marks is ~~activated~~ selected to activate printing.

2. (Currently amended) The method of ~~Claim claim 1~~, wherein ~~said the~~ determining of relative consumer awareness of the at least two marks ~~by maintaining an accounting of the number of times each of the at least two marks is activated~~ further comprises:

determining a frequency of selection of ~~at least a~~ first mark relative to a frequency of selection of ~~at least a~~ second mark.

3. (Currently amended) The method of ~~Claim claim 1~~, wherein ~~said the~~ determining of relative consumer awareness of the at least two marks ~~by maintaining an accounting of the number of times each of the at least two marks is activated~~ further comprises:

~~saving at least one record of transmission of data to cause display of two or more marks~~ storing an indication of the at least two marks that were caused to be displayed;

receiving an indication of a selected mark; and


~~saving storing~~ a designation of which of the at least two or more marks was has been selected, ~~said saving in response to received mark selection data~~.

4. (Currently amended) The method of ~~Claim~~claim 1; wherein each of the at least two marks ~~may be either~~is at least one of a service mark ~~or and~~ a trade mark.

5. (Currently amended) The method of ~~Claim~~claim 1; wherein ~~said the~~ transmitting data to cause display of at least two marks as activation mechanisms ~~for a print shopping list command further includes~~comprises:

transmitting data to cause display of a generic shopping list ~~having that presents~~ at least one product icon.

6. (Currently amended) The method of ~~Claim~~claim 1; wherein ~~said the~~ determining relative consumer awareness of the at least two marks ~~by maintaining a statistical accounting of the number of times each of the at least two marks is activated further comprises~~:

 associating with the at least two marks an enticement to activate ~~select~~ a mark with the at least two marks.

7. (Currently amended) The method of ~~Claim~~claim 6; wherein ~~said the~~ associating ~~an the~~ enticement to activate ~~select the~~ a mark with the at least two marks ~~includes further comprises~~:

associating a profit-sensitive giveaway with at least one of the at least two marks.

8. (Currently amended) The method of ~~Claim~~claim 7; wherein ~~said the~~ associating ~~a the~~ profit-sensitive giveaway with the at least one of the at least two marks further comprises:

comparing a net profit against a net profit threshold;

comparing a cost of the giveaway against ~~the a~~ net profit when the net profit exceeds ~~the a~~ net profit threshold; and

activating the profit-sensitive giveaway when ~~said comparing the comparison~~ shows that the net profit exceeds the cost of the giveaway by a predefined multiple.

9. (Currently amended) The method of ~~Claim claim~~ 8; wherein ~~said the~~ comparing ~~thea~~ cost of the giveaway against the net profit ~~when the net profit exceeds the net profit threshold further includescomprises:~~

comparing a cost of an average grocery purchase against the net profit.

10. (Currently amended) The method of ~~Claim claim~~ 8; wherein ~~said the~~ comparing a ~~the~~ cost of the giveaway against the net profit ~~when the net profit exceeds the net profit threshold further includescomprises:~~

comparing a cost of new automobile against the net profit.

11. (Currently amended) The method of ~~Claim claim~~ 8; wherein ~~said the~~ activating the profit-sensitive giveaway ~~when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple further includescomprises:~~

receiving from a retailer an indication that a rebate vehicle associated with the profit-sensitive giveaway has been redeemed;

comparing an identity of a ~~the~~ retailer ~~where a rebate vehicle is scanned against a list of having at least one giveaway participants; and~~

deactivating the profit sensitive giveaway when the retailer ~~where the rebate vehicle is scanned is not a giveaway participant on the list of having at least one giveaway participant.~~

12. (Currently amended) The method of ~~Claim claim~~ 11; wherein ~~said the~~ ~~comparing an identity of a retailer wherereceiving of the indication that a the rebate vehicle associated with the profit-sensitive giveaway is scanned against a list of giveaway participants has been redeemed further includescomprises:~~

determining that a secret bar code is encoded in the rebate vehicle; and

comparing a ~~the determined~~ rebate ~~form~~ secret bar code ~~against with~~ a list having at least one ~~of~~ secret bar codes associated with at least having at least one giveaway participant.

13. (Currently amended) The method of ~~Claim-claim~~ 8; wherein ~~said-the~~ activating of the profit-sensitive giveaway ~~when said-comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple~~ further ~~includes~~ comprises:

transmitting data to cause printing of a rebate vehicle which, when ~~scanned~~ redeemed, causes the giveaway to ~~occur~~ be activated.

14. (Currently amended) The method of ~~Claim-claim~~ 13; wherein ~~said-the~~ transmitting data to cause printing of thea rebate vehicle ~~which, when scanned, causes the giveaway to occur~~ further ~~includes~~ comprises:

transmitting data to cause printing of a bar code which, when scanned, causes the giveaway to ~~occur~~ be activated.

15. (Currently amended) A method in a computer system for determining relative consumer awareness of at least two brand-related marks, ~~said method~~ comprising:

~~accepting input specifying~~ receiving an indication of at least two brand-related marks and an indication of a selected one of the at least two marks; and

~~recalling-retrieving~~ an accounting of past activations of the at least two marks to determine frequency of selection of one of the at least two marks relative to another one of the at least two marks.

16. (Currently amended) The method of ~~Claim-claim~~ 15; wherein ~~said-the~~ ~~accepting input specifying~~ receiving of the indication of the selected one of at least two marks further ~~includes~~ comprises:

~~accepting input specifying at least two marks~~ that indicates the selection via a graphical user interface.

17. (Currently amended) The method of ~~Claim-claim~~ 15; wherein ~~said-the~~ ~~recalling-retrieving~~ an accounting of past activations of the at least two marks to determine

~~frequency of selection of one of the at least two marks relative to another of the at least two marks further includes~~comprises:

determining the frequency of selection of one of the at least two marks relative to another one of the at least two marks using statistical methods.

18. (Currently amended) A system for evaluating brand recognition comprising:

means for transmitting data to cause display of at least two brand-related marks as activation mechanisms ~~for to print a print shopping list command~~shopping list; and

means for determining relative consumer awareness of the at least two marks by ~~maintaining tracking an accounting of the~~ number of times each of the at least two marks is ~~activated~~selected to activate printing.

19. (Currently amended) The system of ~~Claim claim~~ 18; wherein ~~said the~~ means for determining relative consumer awareness of the at least two marks ~~by maintaining an accounting of the number of times each of the at least two marks is activated~~ further comprises:

means for determining a frequency of selection of ~~at least a first mark relative to a~~ frequency of selection of ~~at least a second mark~~.

20. (Currently amended) The system of ~~Claim claim~~ 18; wherein ~~said the~~ means for determining relative consumer awareness of the at least two marks ~~by maintaining an accounting of the number of times each of the at least two marks is activated~~ further comprises:

means for ~~saving at least one record of transmission of data to cause display of~~ storing an indication of the at least two or more marks that were caused to be displayed;

means for receiving an indication of a selected mark; and

means for ~~saving storing~~ a designation of which of the at least two or more marks ~~has been was~~ selected, ~~said saving in response to received mark selection data~~.

21. (Currently amended) The system of ~~Claim~~claim 18; wherein each of the at least two marks ~~may be either~~is at least one of a service mark ~~or and~~ a trade mark.

22. (Currently amended) The system of ~~Claim~~claim 18; wherein ~~said the~~ means for transmitting data to cause display of at least two marks as activation mechanisms ~~for a print shopping list command further includes~~comprises:

means for transmitting data to cause display of a generic shopping list ~~having that~~presents at least one product icon.

23. (Currently amended) The system of ~~Claim~~claim 18; wherein ~~said the~~ means for determining relative consumer awareness of the at least two marks ~~by maintaining a statistical accounting of the number of times each of the at least two marks is activated further~~comprises:

means for associating with the at least two marks an enticement to ~~activate~~select a mark ~~with the at least two marks~~.

24. (Currently amended) The system of ~~Claim~~claim 23; wherein ~~said the~~ means for associating ~~an the~~ enticement to ~~activate~~select a mark ~~with the at least two marks~~ includes further comprises:

means for associating a profit-sensitive giveaway with at least one of the at least two marks.

25. (Currently amended) The system of ~~Claim~~claim 24; wherein ~~said the~~ means for associating a profit-sensitive giveaway with the at least one of the at least two marks further comprises:

~~means for comparing a net profit against a net profit threshold;~~

means for comparing a cost of the giveaway against ~~the a~~ net profit when the net-profit exceeds ~~the a~~ net-profit threshold; and

means for activating the profit-sensitive giveaway when ~~said-comparing~~the comparison shows that the net profit exceeds the cost of the giveaway by a predefined multiple.

26. (Currently amended) The system of ~~Claim-claim~~ claim 25; wherein ~~said-the~~ means for comparing ~~a-the~~ cost of the giveaway against the net profit ~~when-the-net-profit-exceeds~~ the net profit threshold ~~further includes~~comprises:

means for comparing a cost of an average grocery purchase against the net profit.

27. (Currently amended) The system of ~~Claim-claim~~ claim 25; wherein ~~said-the~~ means for comparing ~~a-the~~ cost of the giveaway against the net profit ~~when-the-net-profit-exceeds~~ the net profit threshold ~~further includes~~comprises:

means for comparing a cost of new automobile against the net profit.

28. (Currently amended) The system of ~~Claim-claim~~ claim 25; wherein ~~said-the~~ means for activating the profit-sensitive giveaway ~~when-said-comparing-shows-that-the-net-profit-exceeds-the-cost-of-the-giveaway-by-a-predefined-multiple~~ further includescomprises:

means for receiving from a retailer an indication that a rebate vehicle associated with the profit-sensitive giveaway has been redeemed;

means for comparing an identity of ~~a-the~~ retailer ~~where-a-rebate-vehicle-is-scanned~~ against a list of ~~having-at-least-one-giveaway~~ participants; and

means for deactivating the profit sensitive giveaway when the retailer ~~where-the-rebate-vehicle-is-scanned-is-not-a-giveaway-participant~~ on the list of ~~having-at-least-one-giveaway~~ participant.

29. (Currently amended) The system of ~~Claim-claim~~ claim 28; wherein ~~said-the~~ means for receiving the indication that ~~comparing-an-identity-of-a-retailer-where-a-the~~ rebate vehicle ~~is-scanned-against-a-list-of-giveaway-participants-associated-with-the-profit-sensitive-giveaway-has-been-redeemed~~ further includescomprises:

means for determining that a secret bar code is encoded in the rebate vehicle; and

means for comparing ~~a~~ the determined rebate form secret bar code ~~against with~~ a list having ~~at least one of~~ secret bar codes associated with ~~at least having at least one~~ giveaway participant.

30. (Currently amended) The system of ~~Claim claim~~ 25; wherein ~~said the~~ means for activating the profit-sensitive giveaway ~~when said comparing shows that the net profit exceeds the cost of the giveaway by a predefined multiple~~ further ~~includes~~ comprises:

means for transmitting data to cause printing of a rebate vehicle which, when ~~scanned~~ redeemed, causes the giveaway to ~~occur~~ be activated.

31. (Currently amended) The system of ~~Claim claim~~ 30; wherein ~~said the~~ means for transmitting data to cause printing a of the rebate vehicle which, when scanned, causes the giveaway to occur further ~~includes~~ comprises:

means for transmitting data to cause printing of a bar code which, when scanned, causes the giveaway to ~~occur~~ be activated.

32. (Currently amended) A system for determining relative consumer awareness of at least two brand-related marks, said system comprising:

means for ~~accepting input specifying~~ receiving an indication of at least two brand-related marks and an indication of a selected one of the at least two marks; and

means for ~~recalling~~ retrieving an accounting of past activations of the at least two marks to determine frequency of selection of one of the at least two marks relative to another one of the at least two marks.

33. (Currently amended) The system of ~~Claim claim~~ 32; wherein ~~said the~~ means for ~~accepting input specifying~~ receiving the indication of the selected one of the at least two marks further ~~includes~~ comprises:

means for accepting input specifying at least two marks that indicates the selection via a graphical user interface.

34. (Currently amended) The system of ~~Claim-claim~~ 32; wherein ~~said-the~~ means for ~~recalling-retrieving~~ an accounting of past activations of the at least two marks to ~~determine frequency of selection of one of the at least two marks relative to another of the at least two marks further includes~~comprises:

means for determining the frequency of selection of one of the at least two marks relative to another one of the at least two marks using statistical methods.

35. (Currently amended) The method of ~~Claim-claim~~ 15; wherein ~~said-the~~ ~~recalling-retrieving an-the~~ accounting of past activations of the at least two marks to determine frequency of selection of ~~one of the at least two marks relative to another of the at least two marks further includes~~comprises:

transmitting data to ~~present-indicated the~~ frequency of selection of the one of the at least two marks relative to the another.

36. (Currently amended) The system of ~~Claim-claim~~ 32; wherein ~~said-the~~ means for ~~recalling-retrieving the an~~ accounting of past activations of the at least two marks to determine frequency of selection of ~~one of the at least two marks relative to another of the at least two marks further includes~~comprises:

means for transmitting data to ~~present-indicate the~~ frequency of selection of the one of the at least two marks relative to the another.

37. (Currently amended) A method in a computer system comprising:
displaying at least two brand-related marks as activation mechanisms ~~for to print a~~
~~print-shopping list command~~shopping list;

receiving an indication of a selected one of the displayed at least two marks; and
transmitting data indicating that indicates the selected mark~~which of the at least two marks has been activated; and~~
causing the shopping list to be printed.

38. (Currently amended) The method of ~~Claim-claim~~ 37; wherein each of the at least two marks ~~may be either~~ is at least one of a service mark or and a trade mark.

39. (Currently amended) The method of ~~Claim-claim~~ 37; wherein ~~said the~~ displaying the at least two marks as activation mechanisms ~~for a print-shopping-list command~~ further ~~includes~~ comprises:

displaying a generic shopping list having at least one product icon that is one of the at least two marks.

40. (Currently amended) The method of ~~Claim-claim~~ 37; wherein ~~said the~~ displaying of the at least two marks as activation mechanisms ~~for a print-shopping-list command~~ further comprises:

displaying in proximity to the at least two marks an enticement to activate a mark ~~in proximity to the at least two marks.~~

41. (Currently amended) The method of ~~Claim-claim~~ 40; wherein ~~said the~~ displaying ~~an the~~ enticement to activate ~~a the~~ mark ~~in proximity to the at least two marks~~ further ~~includes~~ comprises:

displaying a notice that activating at least one of the at least two marks might result in a giveaway.

42. (Currently amended) A system comprising:
means for displaying at least two brand-related marks as activation mechanisms for printing a print-shopping-list command shopping list;

means for receiving an indication of a selected one of the displayed at least two marks; and

means for transmitting data ~~indicating that indicates which of the at least two~~ the selected marks has been activated; and

causing the shopping list to be printed.

43. (Currently amended) The system of ~~Claim~~claim 42, wherein each of the at least two marks ~~may be either~~is at least one of a service mark ~~or~~and a trade mark.

44. (Currently amended) The system of ~~Claim~~claim 42, wherein ~~said the~~ means for displaying the at least two marks as activation mechanisms ~~for a print shopping list command~~further includes~~comprises~~:

means for displaying a generic shopping list having at least one product icon that is one of the at least two marks.

45. (Currently amended) The system of ~~Claim~~claim 42, wherein ~~said the~~ means for displaying the at least two marks as activation mechanisms ~~for a print shopping list command~~further comprises:

means for displaying in proximity to the at least two marks an enticement to activate a mark ~~in proximity to the at least two marks~~.

46. (Currently amended) The system of ~~Claim~~claim 45, wherein ~~said the~~ means for displaying ~~an the~~ enticement to activate ~~a the~~ mark ~~in proximity to the at least two marks~~further includes~~comprises~~:

means for displaying a notice that activating at least one of the at least two marks might result in a giveaway.

47. (New) A method in a computer system for measuring brand recognition through selection of brand-specific marks, comprising;

transmitting data to cause display of a plurality of brand-specific marks, which when selected initiate an application-specific command; and

measuring brand recognition by tracking a frequency each of the plurality of marks is selected to initiate the command.

48. (New) The method of claim 47 wherein the application-specific command is at least one of a command to print a shopping list and a command to initiate sign-off from the application.

49. (New) The method of claim 47 wherein the measuring brand recognition by tracking the frequency of each of the plurality of marks further comprises:

tracking the frequency of selection of each of the plurality of marks based upon the ordering of presentation of the marks.

50. (New) The method of claim 49, further comprising:

ordering a later presentation of the plurality of marks based upon the tracked frequency of selection that is associated with a tracked ordering.

51. (New) The method of claim 50 wherein the ordering the later presentation of the plurality of marks further comprises:

presenting the plurality of marks with the most selected marks presented first.

52. (New) A system for measuring brand recognition through selection of brand-specific marks, comprising;

display mechanism that transmits data to cause display of a plurality of brand-specific marks, which, when selected, initiate an application-specific command; and

tracking mechanism that is structured to measure brand recognition by tracking a frequency each of the plurality of marks is selected to initiate the command.

53. (New) The system of claim 52 wherein the application-specific command is at least one of a command to print a shopping list and a command to initiate sign-off from the application.

54. (New) The system of claim 52 wherein the tracking mechanism is further structured to track the frequency of selection of each of the plurality of marks based upon the ordering of presentation of the marks.

55. (New) The system of claim 54 wherein the tracking mechanism is further structured to order a later presentation of the plurality of marks based upon the tracked frequency of selection that is associated with a tracked ordering.

56. (New) The system of claim 55 wherein the tracking mechanism orders the later presentation of the plurality of marks by presenting the plurality of marks with the most selected marks presented first.

57. (New) A computer-readable memory medium containing instructions for controlling a computer processor to measure brand recognition through selection of brand-specific marks, by;

transmitting data to cause display of a plurality of brand-specific marks, which, when selected, initiate an application-specific command; and

measuring brand recognition by tracking a frequency each of the plurality of marks is selected to initiate the command.

58. (New) The memory medium of claim 57 wherein the application-specific command is at least one of a command to print a shopping list and a command to initiate sign-off from the application.

59. (New) The memory medium of claim 57, comprising further instructions that control the computer processor by:

tracking the frequency of selection of each of the plurality of marks based upon the ordering of presentation of the marks.

60. (New) A computer-readable memory medium containing instructions for controlling a computer processor to assess brand recognition, by:

transmitting data to cause display of at least two brand-related marks as activation mechanisms to print a shopping list; and

determining relative consumer awareness of the at least two marks by tracking a number of times each of the at least two marks is selected to activate printing.

61. (New) A computer-readable memory medium containing instructions for controlling a computer processor to determine relative consumer awareness of at least two brand-related marks, by:

receiving an indication of at least two brand-related marks and an indication of a selected one of the at least two marks; and

retrieving an accounting of past activations of the at least two marks to determine frequency of selection of one of the at least two marks relative to another one of the at least two marks.

62. (New) A computer-readable memory medium containing instructions for controlling a computer processor by:

displaying at least two brand-related marks as activation mechanisms to print a shopping list;

receiving an indication of a selected one of the displayed at least two marks;

transmitting data that indicates the selected mark; and

causing the shopping list to be printed.